



# West End Plaza Phase II – Master Plan

August 1, 2016

## Commissioner Individual Meetings Summary

- ☐ Likes the mall concept with the center corridor to access each space
- ☐ Likes DSS and Health departments to be close in proximity, but make sure DSS can expand in the future
- ☐ University Center in Greenville is a great example of what the mall could be turned into
- ☐ Having a farmers market at the south end of the mall would be a great asset
- ☐ Belk anchor would be the most appropriate space for a Community Center
- ☐ Having Fibrant would be a great marketing tool to recruit outside industry such as; tech companies, manufacturing, incubator space etc.
- ☐ Regional Education Center - Teachers training area
- ☐ The existing JCP could be a good space for a call center for 525 +/- people
- ☐ Doesn't make sense to have Local History, Building Code Enforcement and Planning to be included in the mall re-design

## **Commissioner Individual Meetings Summary Cont.**

- ☐ Vocational high school programs
- ☐ Incorporate more landscaping/lighting to enhance the exterior facades
- ☐ Re-design some parking to control traffic speed
- ☐ An outside Veterans Memorial near the Veteran Services would be a great way to honor the Veterans, with reserved parking for Veterans with metals
- ☐ Expand Veteran Services with an area for 30-35 people to meet (possible solution to share training room @ Board of Elections)

# External Stakeholders Meetings Summary

Kellie W. Cartwright – Rowan County Grant Writer

- ☐ With most of these grants, the jobs needs to be committed first
- ☐ The following are some possible grants that Rowan County may be able to obtain;
  - ☐ NC Department of Commerce: Building re-use grant. Need company involvement
  - ☐ Golden Leaf: Economic development focus
  - ☐ HUD: Lower income, community involvement
  - ☐ Community Development Block Grant Program – CDBG program is a flexible program that provides communities with resources to address a wide range of unique community development needs
  - ☐ USDA: Farmers market
  - ☐ Sam's & Walmart
  - ☐ Rural Health Care
  - ☐ Duke Foundation

## External Stakeholders Meetings Summary

Elain Spalding— Rowan County Chamber of Commerce

- ☐ The County needs larger spaces to hold conventions, meetings etc. Most of the existing spaces to rent out in the County cannot accommodate for more than 300 people
- ☐ Fibrant is great way to market for future companies relocating into Rowan County
- ☐ Likes the idea of having satellite branches for the higher education facilities in the area
- ☐ NCWorks Career Center is looking for new space. NCWorks Career Centers can help you find and train for jobs, as well as connect you to other resources to help you prepare for interviews and make a good impression on employers. This would be a great fit in the West End Plaza
- ☐ Companies like Integro or 10Thread would be great to see them occupy space in the West End Plaza

# External Stakeholders Meetings Summary

Robert Van Geons– Rowan Works Economic Development

- ☐ Belk anchor would be the most appropriate space for a Community Center
- ☐ The building needs to market either County type of departments or keep it all Corporate such as;
  - ☐ Technology Incubator Space
  - ☐ Virtual Reality lab
  - ☐ Training Center or Work Key's
  - ☐ Film – Digital – 3D
  - ☐ Digital Medicine
  - ☐ Media Companies
  - ☐ Flex office space

## External Stakeholders Meetings Summary

Robert Van Geons– Rowan Works Economic Development Cont.

- ☐ Would need to put a marketing package together to sell to outside corporations
- ☐ The existing JCP could be a good space for a call center
- ☐ Job Links, Jobs for Life or Learning Center would be a good location in lieu of DSS
- ☐ Do not see many manufacturing companies going into the building

## External Stakeholders Meetings Summary

Craig Lamb— VP, Corp./Cont. Ed. at Rowan-Cabarrus Community College

- ☐ NCWorks would fit well with DSS
- ☐ Salisbury-Rowan Community Action Agency would fit well in this building. A responsible non-profit Community Action Agency, provides services for individuals, children and families to enhance their quality of life and promote opportunities for self-sufficiency
- ☐ Pre-college Studies (GED and English) would make sense, the County could consolidate the program into one area. Would need Faculty offices and a few classrooms to accommodate for 24 students
- ☐ The University-Center only works in a bigger market. Higher Education in the area is not big enough to support it.
- ☐ RCCC would use the Community Center but the line of sight is not conducive because of the columns
- ☐ No need for manufacturing job training. RCCC already has the space for that
- ☐ Having a farmers market would be a great asset, including community involvement is good



## External Stakeholders Meetings Summary

Kenny Roberts – The Statesville Civic Center

- ☐ The Statesville Civic Center is approximately 30,000 sq. ft. with 12,000 sq. ft. of rentable space. They can accommodate 1,200 people (chairs) and 650 people (table & chairs), that divides into 5 individual rooms for smaller events
- ☐ They have 600 events a year. Half of them are meeting functions that needs Wi-Fi and audio systems.
- ☐ Lacking break-out space could need another 8-12 sq. ft.
- ☐ No hotels located near the civic center. The civic center serves the citizens. 75% from the city and county.
- ☐ The operation of the facility is covered with hotel and motel tax
- ☐ Their media room is the most popular room that is rented out
- ☐ Creating a nice streetscape makes a big difference on the type of venues that rent the space

## **External Stakeholders Meetings Summary**

Kenny Roberts – The Statesville Civic Center Cont.

- ☐ Keeping up with technology is important
- ☐ They have an issue with parking
- ☐ There is a commercial warming kitchen (36' x 40') with storage
- ☐ Need plenty of storage for tables and chairs

## External Stakeholders Meetings Summary

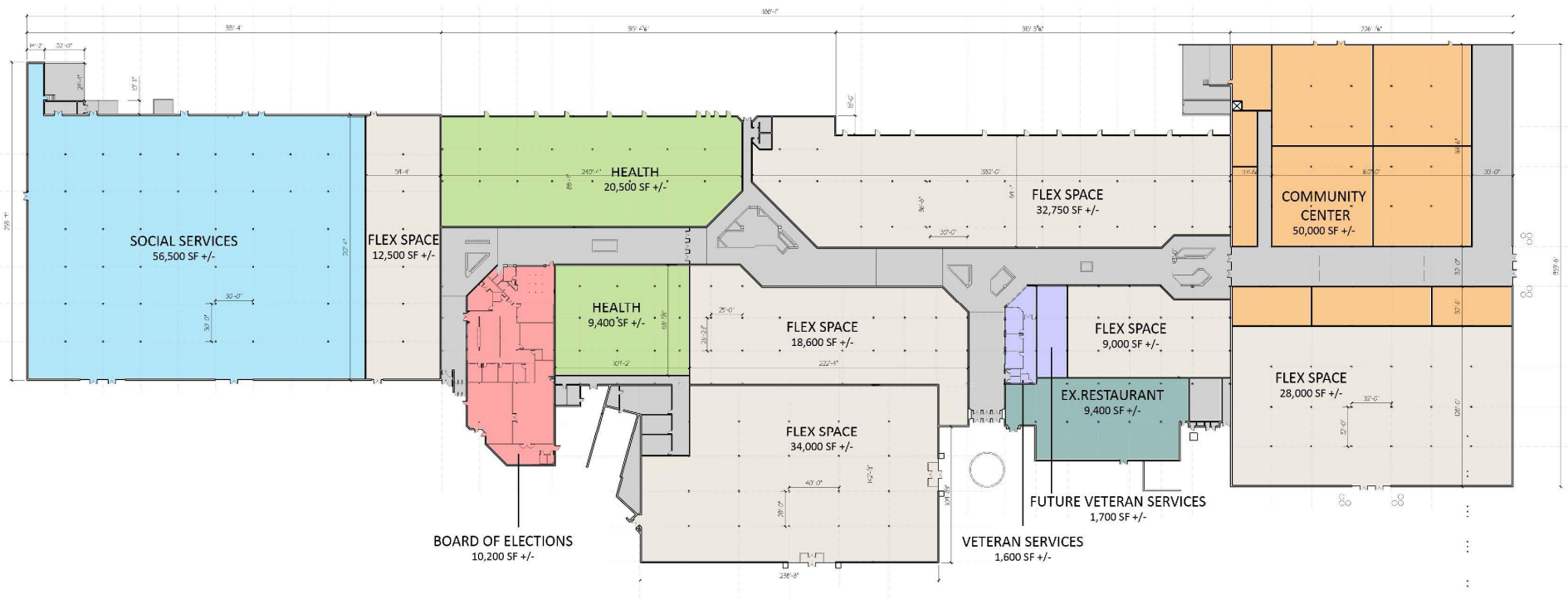
Dr. Lynn Moody – Superintendent at Rowan-Salisbury Schools

- ☐ The school is already using their new building for Advance Teacher Training in room #228
- ☐ Likes the idea of having a 1,000 seat flexible Community Center with break out rooms
- ☐ There is no need for any additional space for their programs
- ☐ Likes the idea of the West End Plaza becoming a place for “Community Health”

Don Bringle– Rowan County Parks & Recreation

- ☐ Belk building needs a new roof and renovations are needed to the two existing exterior canopies
- ☐ Additional bus drop off area needs to be included

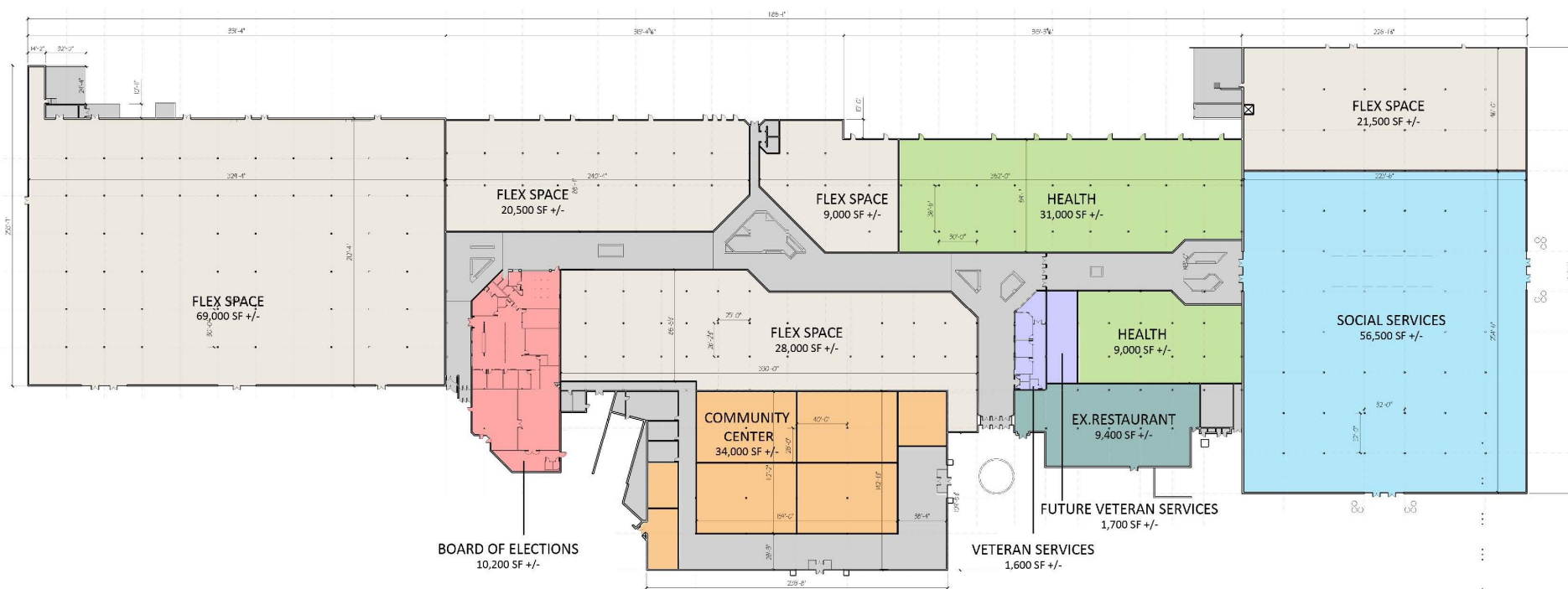
# Master Plan Concept A



WEST END PLAZA PHASE II-MASTER PLAN CONCEPT A



## Master Plan Concept B



WEST END PLAZA PHASE II-MASTER PLAN CONCEPT B



## Existing Building Conditions





## Existing Belk Building Assessment



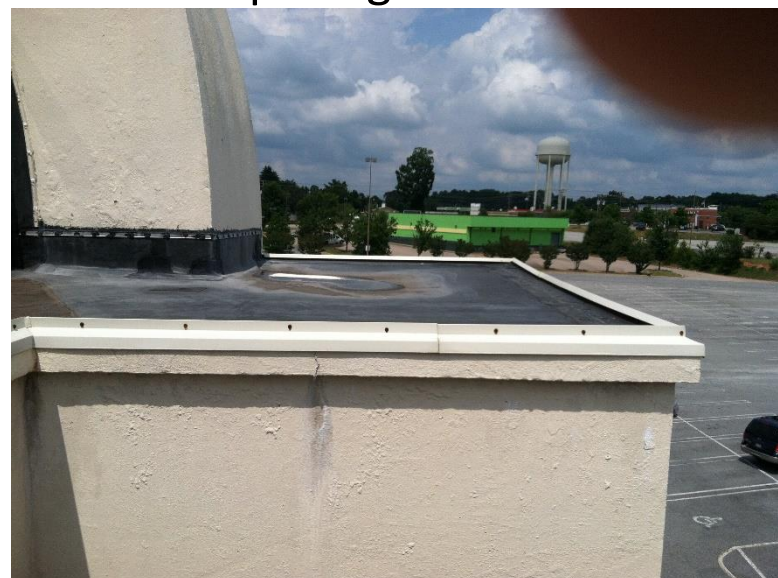
Plaster is spalling



Plaster is spalling



Cracks in existing coping



Ponding water – no roof drain

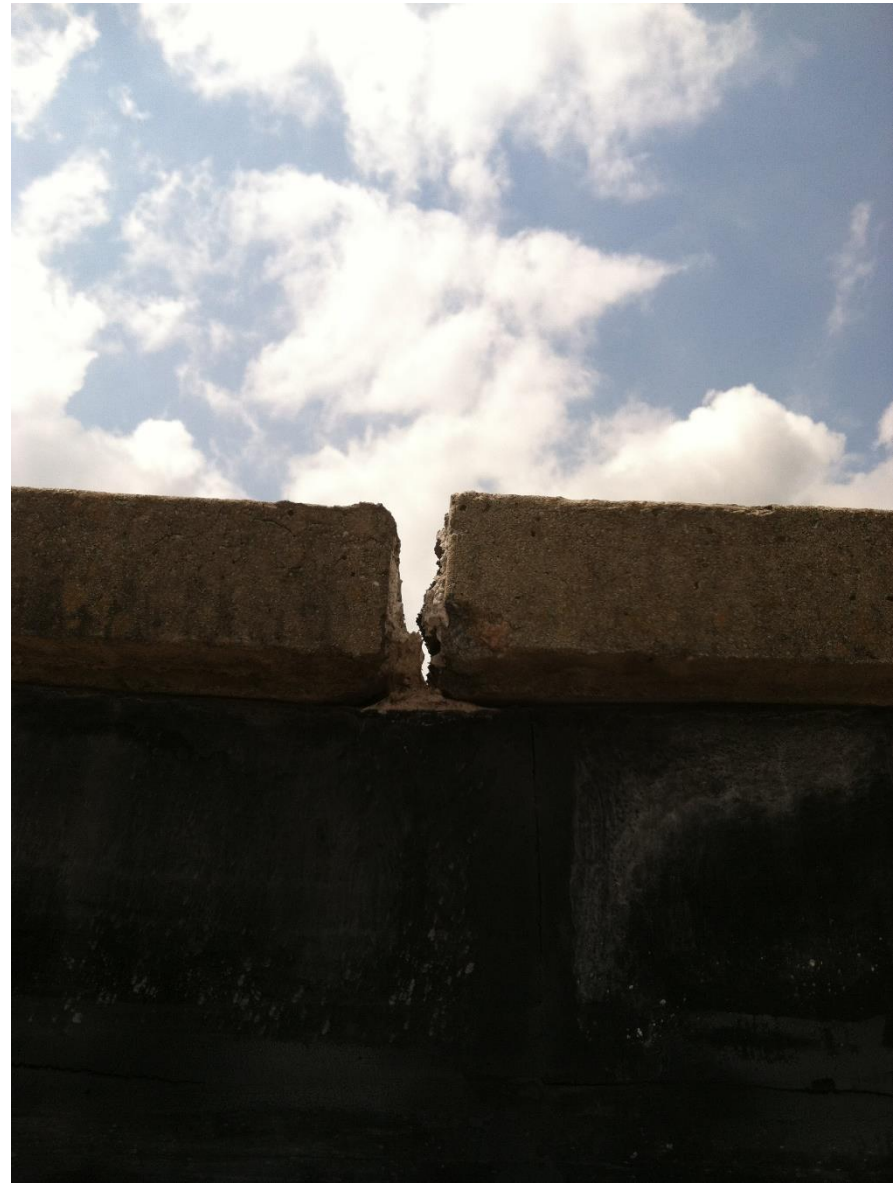
## Existing Belk Building Assessment



Tears in existing roof membrane



Tears in existing roof membrane



Cracked concrete coping



## Design Concepts | 3D Model



Conceptual Imagery

## Design Concepts | 3D Model



Conceptual Imagery



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Conceptual Imagery



## West End Plaza Phase II – Master Plan Questions